

I claim:

1. An improved hanging hook on a thermoformed product, comprising:
 - (a) a product, including a hanging hook portion having at least one recess, made of a thermoformed sheet of thermoplastic,
 - (b) within at least one recess in the hook, a frictionally retained insert.
2. The product of claim 1 where the insert is contained entirely within the recess.
3. The product of claim 1 where the thermoplastic is polyethylene terephthalate.
4. The product of claim 3 where the insert is made of polyethylene terephthalate.
5. The product of claim 4 where the insert is formed of the same sheet as the product and is folded into the recess.
6. The product of claim 1 where the thermoformed product is a form on which a product for sale may be displayed
7. The product of claim 6 where the form is of a human torso.
8. The product of claim 1 where the thermoformed product is an enclosure for holding a product inside it.
9. The product of claim 1 where the recess has at least one first snap with nearly vertical walls and the insert has at least one second snap with nearly vertical walls and the walls of the second snap fit snugly against the walls of the first snap.
10. The product of claim 1 where the hook includes at least one raised portion with nearly vertical walls between the raised portion and a recess.

11. The product of claim 1 where the insert includes a raised perimeter that contacts a rim of the hook.
12. A method of making a thermoformed product with an insert reinforced hanging hook comprising the steps of:
 - (a) thermoforming a product including, at an edge of the product, a hanging hook with a recess, and
 - (b) snapping into the recess a reinforcing insert that is frictionally retained within the recess.
13. The method of claim 12 where the insert is made by a stamping process.
14. The method of claim 12 where the insert is made by an injection molding process.
15. The method of claim 12 where the insert is made by a thermoforming process.
16. The method of claim 15 where the insert is made in the same thermoform process as the product by carving an additional recess in the thermoforming mold where there is excess thermoformable plastic material.